OUR BRAND

Style guidelines and
downloadable assets

#LVW26
LESBIAN VISIBILITY WEEK

#LVW26
LESBIAN VISIBILITY WEEK

OUR LOGO
Brand in a nutshell

Our annual observation is all about visibility. This is why it's important that our logo is vibrant, bold and eye-catching. The numbers at the end of the logo will be updated each year.

TAKING SHAPE

Logo over white or pale backgrounds

Our community and the world at large is diverse and adaptable. And so is our logo. Here are some of the different versions available, as well as the circumstances to use them in.

W25   W26   W27   W2

#LVW26
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MAIN LOGO
(LVW-logo-01)

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ALTERNATE LOGO
(LVW-logo-02)

#LVW26

HASHTAG-ONLY LOGO
(LVW-logo-03)

To be used for small sizes or when using the main logo is difficult.

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EXCLUSION ZONE

No additional images or text are permitted within this area.

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MAKE VISIBILITY VISIBLE

Our logo features a white outline that is only visible when placed on backgrounds other than white.

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-06)

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-07)

#LVW26
(LVW-logo-08)

BLACK AND WHITE

Use only when no colour display is possible.

TAKING SHAPE

Logo over dark backgrounds and special versions

The white outline makes the logo stand out over dark backgrounds. The main text changes to white in these cases.

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-04)

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-05)

#LVW26
(LVW-logo-03)

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-09)

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-10)

#LVW26
(LVW-logo-08)

BLACK AND WHITE
Use only when no colour display is possible.

UNUSUAL SUPPORTS AND SIZES
The logo might not print or display well in some cases (like very small size or merchandising). This monocolour version can be used on those occasions.

#LVW26 *(LVW-logo-13)*

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-11)

#LVW26
LESBIAN VISIBILITY WEEK
(LVW-logo-12)

CELEBRATING RAINBOW FAMILIES
There is a specific version of the logo that incorporates our motto. Reserve its use for special occasions only.

#LVW26
In order to thrive, we must survive
(LVW-logo-14)

#LVW26
In order to thrive, we must survive
(LVW-logo-15)

LVW **LVW**
(LVW-logo-16)

LVW **LVW**
(LVW-logo-17)

SOCIAL MEDIA
We have versions available that are focused on social media usage.

Lesbian Visibility Week
Add Story
See Your About Info

USING THE LOGO
Dos and don'ts

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✔ **Do** use the logo
as provided.

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✘ **Do not** reproduce the logo in
colours other than those specified.

LESBIAN WEEK
#LVW

✘ **Do not** reorganise or
extract any element.

#LVW26
LESBIAN VISIBILITY WEEK **PORTUGAL**

✘ **Do not** add any
modifiers to the brand.

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✘ **Do not** recreate the logo using
different fonts or colours.

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✘ **Do not** apply
a drop shadow.

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✘ **Do not** tilt or transform
the brand in any way.

COLOURS
Main and Secondary

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Our logo boasts a dynamic blend of three vibrant hues blended in a gradient.

Alongside our primary palette, a secondary array of colours harmonises and juxtaposes, enhancing the visual impact and versatility of our brand representation.

PUMPKIN ORANGE

SCREEN
255–107–000
#FF6B00

PRINT
000–072–100–000

DEEP PINK

SCREEN
255–000–153
#FF0099

PRINT
000–096–000–000

JAZZBERRY JAM

SCREEN
181–000–099
#B50063

PRINT
026–100–036–004

BACKGROUNDS
(LVW-bckgs)

There are sets of blurred backgrounds available. They are square-shaped and can be cropped or distorted to any size.

CHINESE YELLOW

SCREEN
255–177–000
#FFB100

PRINT
000–031–100–000

DARK CYAN

SCREEN
071–127–134
#477F86

PRINT
075–037–042–007

PINKISH PURPLE

SCREEN
278–041–062
#865D9E

PRINT
057–070–005–000

LEMON GINGER

SCREEN
163–163–023
#A3A317

PRINT
041–022–100–007

COMPLEMENTARY PALETTE

These colours can be used for supporting elements such as backgrounds, frames, icons, bullet points...

TYPOGRAPHY

Typefaces

Our main fonts are **Comenia Sans** and **Bebas Neue Pro**. They are clean, modern, easy to read fonts and available in more than one weight.

Use them for all body texts. Try to avoid italics and thin weights, as they are difficult to read.

Arial or Helvetica (or any Sans Serif for email) can be used when the main fonts are not available.

Our support fonts can be used for headlines, posters, leaflets and displays. These elegant and modern fonts work especially well on big sizes. Avoid using them on small or long text.

Comenia Sans (Regular, **Bold)**

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bebas Neue Pro (Thin, Light, Book, Regular, **Bold)**

ABCDEFGHIJKMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
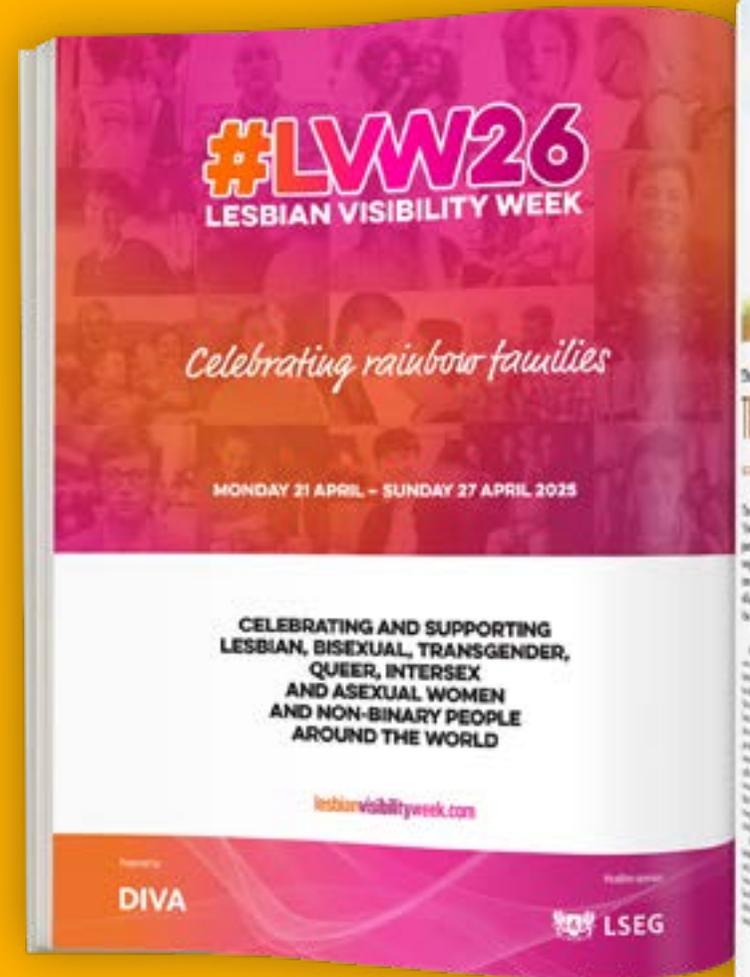0123456789
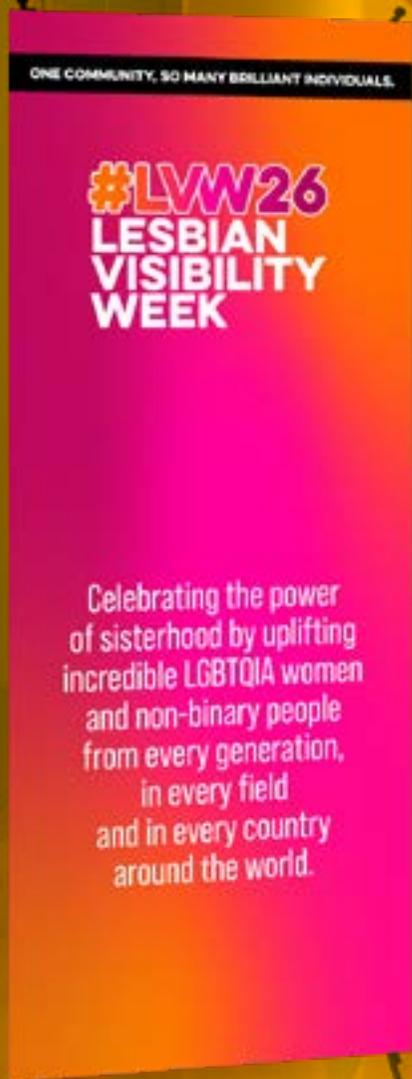
EVELETH CLEAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Market Pro Bold (Regular, Bold, Condensed Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
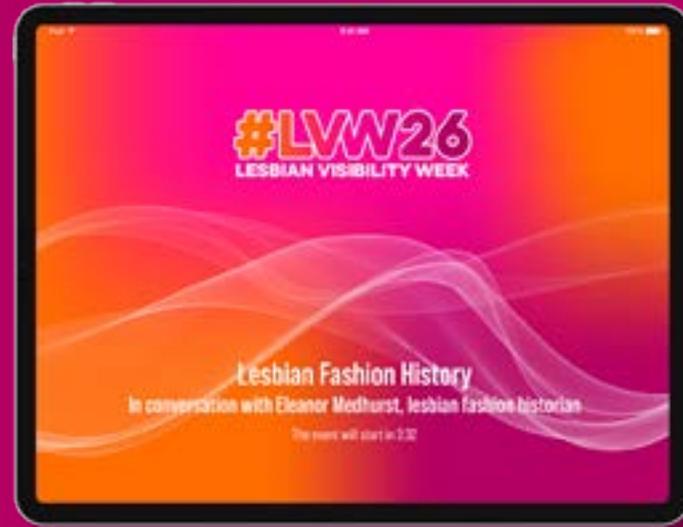0123456789

BRAND IN ACTION
Printed media

ONE COMMUNITY, SO MANY BRILLIANT INDIVIDUALS.

#LVW26
LESBIAN VISIBILITY WEEK

Celebrating the power
of sisterhood by uplifting
incredible LGBTQIA women
and non-binary people
from every generation,
in every field
and in every country
around the world.

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lesbianvisibilityweek.com

WELLBEING IN
LGBTQIA WOMEN
SURVEY

#LVW26
LESBIAN VISIBILITY WEEK

Celebrating rainbow families

MONDAY 21 APRIL – SUNDAY 27 APRIL 2025

CELEBRATING AND SUPPORTING
LESBIAN, BISEXUAL, TRANSGENDER,
QUEER, INTERSEX
AND ASEXUAL WOMEN
AND NON-BINARY PEOPLE
AROUND THE WORLD

lesbianvisibilityweek.com

DIVA

LSEG

LETTER HEAD
(LVW-letter head)

We have created
two sets of
letterheads
available to
download.

BRAND IN ACTION
Social platforms and online

Lesbian Fashion History
In conversation with Eleanor Medhurst, lesbian fashion historian
The event will start in 3:32

This Lesbian Visib
power of sisterho
women and non-b
in every field and
One community, s

FRAMES FOR POSTS
(LVW-frames)

There is a set of branded
frames for online posts available.

Lesbian Visibility Week
@LVW26

The leading brand for LGBTQIA women and non-binary people 🏳️‍🌈 30 years of
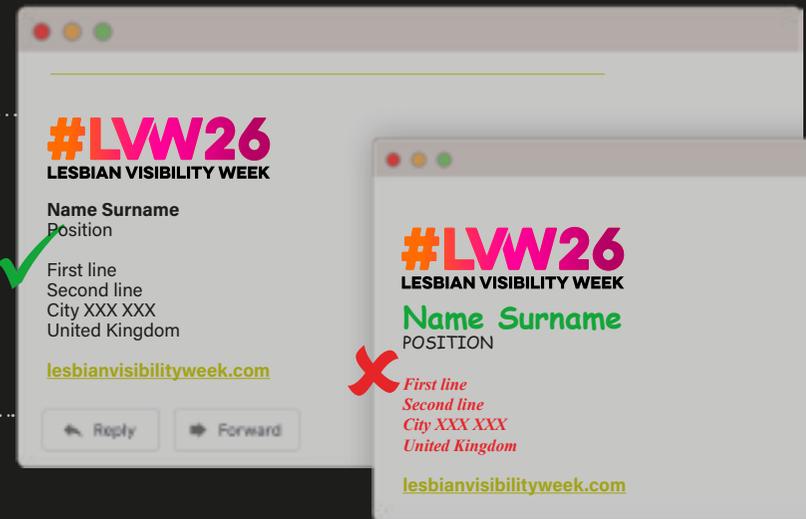queer visibility 🔗 Published by

BRAND IN ACTION
Online dos and don'ts

Do not use 'http://' or 'www' on any URLs on communications or marketing materials. Make links visible using italics, underline or a different colour instead. But be consistent.

✗ https://www.bbc.co.uk/news
✓ *bbc.co.uk/news*

Do make sure your email signature is easily readable. Avoid using too many colours or fonts to maintain a clean and unified appearance.

#LVW26
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Name Surname
Position

First line
Second line
City XXX XXX
United Kingdom

lesbianvisibilityweek.com

↩ Reply   ➡ Forward

✓

#LVW26
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Name Surname
POSITION

First line
Second line
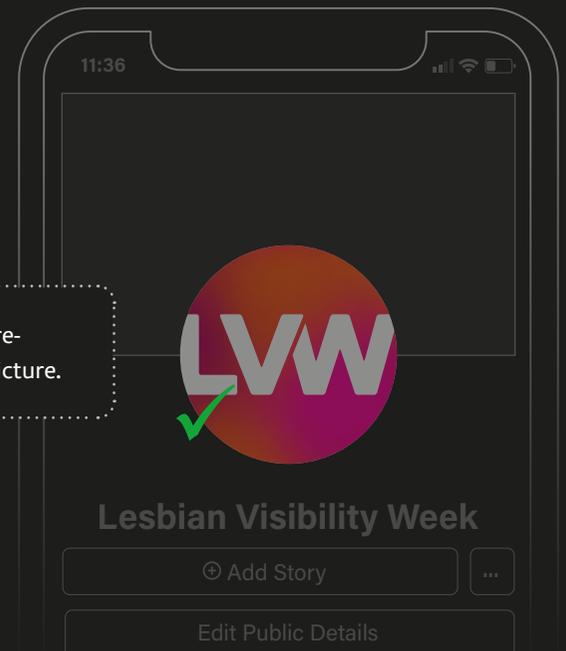*City XXX XXX*
United Kingdom

lesbianvisibilityweek.com

✗

Do maintain a direct, amiable, and upbeat tone across social media platforms. Minimise jargon and acronyms for clarity, focusing on being encouraging and easily approachable in all interactions.

Do not use multiple colours or sizes on social media icons. Be consistent. Use the small icons (as pictured below), same size and all in one colour.

✗ 🅵 📷 𝕏 📞 ▶

✓ f ◉ 𝕏 📞 ▶

Do use the circular or square-shape logo (p6) as profile picture.

✗ **#LVW26** LESBIAN VISIBILITY WEEK

11:36

LVW

✓

Lesbian Visibility Week

⊕ Add Story   ...

Edit Public Details

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